



Verified Beef Production Plus  
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[www.verifiedbeef.org](http://www.verifiedbeef.org)

### **Business Manager, Verified Beef Production Plus (VBP+)**

World-leading supply chain-driven initiatives have led to increased demand for sustainable Canadian beef produced following verifiable, science-based protocols. Verified Beef Production Plus (VBP+) has become one of the go-to programs to help fill this need. The success of the VBP+ program is instrumental as Canadian beef producers continue to strive to meet growing market expectations for verifiably sustainable and socially responsible beef production. The VBP+ program has had considerable success in the past and is well positioned to implement its training and verification program geared towards showing how beef producers can and do meet market expectations.

The VBP+ Business Manager is directly responsible for leading the coordination of the VBP+ program while collaborating with numerous stakeholders. This position is overseen by the Executive Director of the Beef Cattle Research Council (BCRC) and will work closely with staff throughout VBP+, BCRC, the Canadian Roundtable for Sustainable Beef (CRSB), and other partner organizations.

**Location:** Calgary

**Status:** Full-time one-year contract position, with opportunity to convert to permanent employment.

**Responsibilities:** The primary duties and responsibilities of the VBP+ Business Manager include:

- oversight of VBP+ administration, staff and contractors, and financial operations to achieve outcomes established by the VBP+ Management Committee and BCRC management;
- strategic planning, direction and priority setting;
- collaboration with the CRSB and other industry stakeholders to ensure alignment of VBP+ with industry accepted production practices, while meeting stakeholder and end-user requirements;
- implementation of business and management structures that enhance coordination and accountabilities between national and provincial levels to ensure consistent delivery of VBP+;
- standardize and centralize data management, administrative processes and technical systems, and communication resources to better assist provincial delivery organizations; and
- active end-user engagement, business development, and marketing to position VBP+ as the program of choice for use in communication about Canadian beef production practices.

**Qualifications:**

- an undergraduate or graduate degree and at least five years work experience related to agriculture and/or business;
- knowledge of sustainable agriculture standards and verification systems;
- ability to set and implement strategic business plans;
- experience with project management and coordination;
- strong organizational skills;
- strong interpersonal and communication skills;
- knowledge of the beef cattle industry and associated supply chains;
- organized and self-motivated; ability to work independently and in a team; and
- ability to engage with producers, end-users, and other industry stakeholders.

**Salary:** Commensurate with qualifications and experience

Please submit your cover letter and resume with confidence to:  
Andrea Brocklebank, Executive Director, Beef Cattle Research Council  
Email: [brocklebanka@beefresearch.ca](mailto:brocklebanka@beefresearch.ca)